

ABSTRACT

Nowadays, “Portal” becomes an important gateway, which serves people to search for information, and also provides a variety of services. The portal also provides a lot of business opportunities so that its revenues can be generated from all services. Meanwhile, “Marketing Events” are important ways, by which business uses to communicate and educate their customers. The lack of portal that provides marketing events information in Thailand becomes a business opportunity to create a marketing events portal as the information center of marketing events.

The portal development is separated into three phases. This project only focuses on the first phase, which aims to study the services that the existing portals provide and apply for designing the marketing events portal and then creating the prototype of portal.

The portal design is based upon the objectives of portal that provides a wide variety of services in order to serve all four types of users such as general users, subscribers, partners, and administrators. All services were described in framework and represented in many functions providing for authorized users. This study can be applied for creating other portals that will be advantageous for businesses, which need to create their own portals.